

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

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1962

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 9, 1962</u>			
Thursday March 8 3:30 P.M.	OPENING: SPRING CUSTOM-ORDER COLLECTION Chez Ninon will present their Spring custom-order collection of French imports to press and customers. By invitation. Contact: PL. 3-6821.	CHEZ NINON, INC.	487 PARK AVENUE SALON
March 9	MACY'S RELEASE DATE--Import fashions.		
Friday March 9 9:30 A.M. Breakfast	PREVIEW: LINE-FOR-LINE IMPORT FASHIONS Press preview of Ohrbach's import Spring couture line-for-line reproductions of coats, suits, and dresses. (For release, Mon., March 12.) By invitation. Customer showings Thurs., March 15 at 12:45 P.M., 5th floor. In Newark, Mon., March 19, 2nd floor, at 12:30 P.M. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Friday March 9 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW SHOE SALON Preview of the new I. Miller shoe salon, designed by Victor Lundy. For the press, by invitation. (Cocktails.) Contact: Kathleen Collins, BR.9-2000.	I. MILLER SALONS	734 FIFTH AVENUE AT 57TH STREET
Friday March 9 5:30 P.M.- 6:30 P.M. Cocktails	"FASHIONS ON THE AVENUE"--SHOW "After One"--Spring daytime, cocktail, and evening wear by William Pearson, available at Lord & Taylor. Furs--J. Diamond. Coiffures--Emile Bock. Gloves--Kislav. Hosiery--Phoenix. No minimum. Also Sunday, brunch, 1:00-3:00 P.M. Reservations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.	WILLIAM PEARSON OF CALIFORNIA	HOTEL DRAKE MON PLAISIR
Just Released	MEN'S WEAR COLOR CARD-SPRING 1962 Forty-nine colors plus yarn and leather shades. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A. INC.	200 MADISON AVENUE
Saturday March 10- March 18	INTERNATIONAL FLOWER SHOW "Gardens of Yesterday and Tomorrow"--forty-fifth annual flower show. Hours: First two days, 2:00-10:00 P.M. Thereafter 10:00 A.M.-10:00 P.M. Last day, 1:00 P.M.-7:00 P.M. Tickets: \$2.00 (adults); 90¢ (children). Publicity: Abbot M. Geer at E.M. Freystadt, LE. 2-5960.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday March 10- March 18	N.Y. COLISEUM ANTIQUES FAIR Over 140 exhibits by antique dealers from Eastern and Midwestern states; also England. Hours: 1:00-11:00; Sundays, 2:00-7:00. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publ.: Mary Osborne, MU.3-9128.	WESTCHESTER ENTERPRISES	NEW YORK COLISEUM COLUMBUS CIRCLE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MARCH 11, 1962</u>			
Sunday	SPRING FASHIONS	BRANELL	HAMPSHIRE HOUSE
March 11	DURING BRUNCH	(530 SEVENTH AVENUE)	FOUNTAIN ROOM
12:30 P.M.	Spring fashions by Branell, available at Bloomingdale's (Green Room).		
Brunch	Gloves--Kislav. Shoes--Ferragamo. Coiffures--Tony Migliaro. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.		
March 11	BRUNCH SHOWING OF FASHIONS AT HOTEL DRAKE, 1:00 P.M. (See Pg. 1)		
Sunday	IMPORT FASHIONS	MACY'S NEW YORK	WNBC - TV
March 11	ON TELEVISION		CHANNEL 4
11:15 P.M.-	Television presentation of Macy's Spring import copies. Repeat show on		
11:45 P.M.	Thursday, March 15, 7:00-7:30 P.M. Commentator: Celeste Holm. Publicity: Stephanie Horton, OX. 5-4400.		
March 12	OHRBACH'S RELEASE DATE--Import fashions. Preview March 9. (See Pg. 1)		
Monday	CHAMPAGNE BREAKFAST	FRANKLIN SIMON	33 WEST 34TH STREET
March 12	AT STORE OPENING		
8:30 A.M.-	Informal champagne breakfast at opening of new Franklin Simon store. By		
10:00 A.M.	invitation. Publicity: Linda Clifford, OR. 5-1000.		
March 12	MACY'S CUSTOMER SHOWINGS OF IMPORTS, 12:30 AND 6:00 P.M.		
Monday	OPENING: CALIFORNIA	BUD KILPATRICK	HOTEL PLAZA
March 12-	SUMMER COLLECTION	(2139 STONER, WEST L.A.)	PRIVATE SUITE
March 17	Bud Kilpatrick will present Summer and transitional collection, beginning Monday, March 12, for one week only. By appointment. Contact: Eph Feinberg, Bradshaw 2-1178 (L.A.); after March 10, PL. 9-3000.		
Monday	FIFTH-NINTH ANNUAL	TOY MANUFACTURERS	HOTEL NEW YORKER &
March 12-	AMERICAN TOY FAIR	OF THE U.S.A., INC.	1107 BROADWAY
March 17	About 1500 exhibitors will show at the 1962 Toy Fair, with temporary exhibit at Hotel New Yorker; also permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Contact: Paul Shipman, CH. 3-8508.		
March 13	SAKS FIFTH AVENUE RELEASE DATE--Paris Imports. (No Press Show)		
March 13	GIMBELS' RELEASE DATE--copies of French millinery. (No Show)		
Tuesday	PRESS PREVIEW: CUSTOM	HATTIE CARNEGIE	42 EAST 49TH STREET
March 13	AND IMPORT COLLECTION		SALON
11:00 A.M.&	Showing of the Hattie Carnegie Spring-Summer custom and import collection.		
3:00 P.M.	By invitation. Publicity: Ruth Smith, PL. 5-2600.		
Wednesday	PREVIEW OF IMPORTS	ALEXANDER'S	PARAMUS,
March 14	AND REPRODUCTIONS		NEW JERSEY
10:00 A.M.	Press preview of French and Italian imports and reproductions. (<u>Limousine service to and from showing.</u>) By invitation. Customer show in Paramus, March 16. Fashion Director: Rene Hall, CY. 8-2000.		
Postponed	ELIZABETH ARDEN'S PRESS PREVIEW OF IMPORT FASHIONS, ORIGINALLY SCHEDULED		
March 14	FOR MARCH 14, HAS BEEN POSTPONED TO MARCH 20 AT 3:00 P.M. (See Pg. 4.)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday March 14	FALL OPENING-- ITALIAN KNITS Import collection of knitwear featuring dresses, two- and three-piece co-ordinates, and costumes in many surface-interest knits. (<u>Beginning March 17, at the St. Francis Hotel, San Francisco.</u>)	ALBERTO IMPORTS, INC.	1407 BROADWAY SHOWROOM - 12TH FLOOR
Thursday March 15 11:00 A.M.	PRESS PREVIEW: LATE SUMMER COLLECTION Galanos will present his late Summer transitional collection to the press. <u>By invitation only.</u>	GALANOS	SHERATON EAST HOTEL TRIANON ROOM
Thursday March 15 12:00 Noon- 2:00 P.M. Luncheon	PREVIEW AT LUNCHEON OF KNITWEAR FASHIONS Dalton of America and its James Kenrob division will preview their Fall collection of knitted suits, dresses, and separates in wool and cashmere ensembles. For press and buyers, by invitation.	DALTON OF AMERICA (1407 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Thursday March 15 12:00 Noon- 4:00 P.M.	SPRING FASHIONS AT BENEFIT SHOWING Christian Dior-New York will present their Spring fashions, available at Lord & Taylor, for benefit of the Nassau Hospital. By invitation.	CHRISTIAN DIOR- NEW YORK, INC.	GARDEN CITY HOTEL (L.I.) BALLROOM
Thursday March 15 12:30 P.M. Luncheon	"THE BEAUTY EDITORS SPEAK" Speakers: June Clark, "Seventeen"; Bruce Clerke, "Mademoiselle"; Karllys Daly, "Glamour"; Miriam French, "McCall's"; Elinor McVickar, "Harper's Bazaar"; Meg Mundy, "Vogue." (<u>Cocktails--12:00 Noon.</u>)	THE FRAGRANCE FOUNDATION	HOTEL PLAZA TERRACE ROOM
March 15	STERN'S CUSTOMER SHOWINGS OF IMPORTS 12:30 AND 6:00 P.M., SPECIALTY CORNER.		
Friday March 16 1:00 P.M. Luncheon	PREVIEW: SPRING CUSTOM-ORDER FASHIONS Showing of Laurice Keyloun's Spring custom-order collection. For press and customers, by invitation. <u>Limousine service to and from showing at 12:00 Noon, Drake Hotel, Room 301.</u>	LAURICE KEYLOUN (WHITE PLAINS)	WESTCHESTER COUNTRY CLUB (RYE, N.Y.)
Friday March 16 5:30 P.M.- 6:30 P.M. Cocktails	"FASHIONS ON THE AVENUE"--SHOW "After One"--couture ready-to-wear and boutique by Gamma of D'Andrea. Furs--J. Diamond. Coiffures--Emile Bock. Gloves--Kislav. Hosiery--Phoenix. No minimum. Also Sunday, March 18, brunch, 1:00-3:00 P.M. Reser- vations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.	GAMMA OF D'ANDREA BROS. (17 WEST 50TH STREET)	HOTEL DRAKE MON PLAISIR
March 17	ST. PATRICK'S DAY--Saturday.		
Sunday March 18 12:30 P.M. Brunch	SPRING COATS AND SUITS AT BRUNCH Spring coats and suits by Wm. Devitz, available at Bergdorf Goodman. Hats--Irene. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	WM. DEVITZ (512 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 18	BRUNCH SHOWING OF READY-TO-WEAR AND BOUTIQUE AT DRAKE HOTEL. (See Pg. 3)		
Sunday	ELEVENTH NATIONAL	TEXAS FASHION	SHERATON DALLAS HOTEL
March 18-	PRESS WEEK IN DALLAS	CREATORS ASS'N.	DALLAS, TEXAS
March 21	Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 30 members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.		
Beginning	LATE SUMMER AND	MILARRE ORIGINALS, INC.	1400 BROADWAY
Monday	TRANSITION COLLECTION		SHOWROOM - 9TH FLOOR
March 19	Continuous daily showings of Milarre's late Summer and transitional collection. Contact: Milton Lichtenstein, WI. 7-7787.		
March 19-	ANNUAL INTERNATIONAL BEAUTY SHOW AT STATLER-HILTON HOTEL.		
March 21	Contact: Joseph Byrne, Managing Director, 16 West 46th Street, PL. 7-9050.		
Tuesday	SPRING-SUMMER PREVIEW	BERGDORF GOODMAN	2ND FLOOR
March 20	BY TWO DESIGNERS		
11:30 A.M.	Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday	PRESS PREVIEW OF	ELIZABETH ARDEN	691 FIFTH AVENUE
March 20	SPRING COLLECTION		SALON - 2ND FLOOR
3:00 P.M.	Elizabeth Arden's ready-to-wear custom originals. (Note Change Of Date.) By invitation. (For release, Thurs., March 22.) Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.		
Wednesday	PRESS SHOWING OF	GIMBELS	3RD FLOOR
March 21	IMPORTS AND COPIES		SPECIALTY CORNER
10:00 A.M.	Gimbels' showing of import fashions and adaptations to the press. (For release Friday, March 23.) By invitation. Customer showings Mon., March 26 at 12:30 and 6:30 P.M., 3rd floor; also Thurs., March 29 at 6:30 P.M. Publicity: Margot Infantino, LO. 4-3300.		
Continental Breakfast			
March 22	ELIZABETH ARDEN'S RELEASE DATE--Preview March 20 at 3:00 P.M. (See Above)		
Thursday	EUROPEAN READY-TO-	MACY'S NEW YORK	HOTEL PLAZA
March 22	WEAR AT LUNCHEON		BALLROOM
12:30 P.M.	Macy's "made-in" collection of ready-to-wear from Europe, during luncheon. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Luncheon			
March 23	GIMBELS RELEASE DATE--Import fashion preview March 21 at 10:00. (See Above)		
Wednesday	SPRING FASHIONS	MOLLIE PARNIS	SHERATON EAST HOTEL
March 28	DURING LUNCHEON		BALLROOM
12:30 P.M.	"Fashion Show of the Month"--showing of Mollie Parnis' Spring fashions, available at Bonwit Teller. Rummage donation for Girls' Club of N.Y. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.		
Luncheon			
March 28	MACY'S RELEASE DATE--Children's Easter Dresses by Joseph Love. (No Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 3 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR By appointment.
Thursday April 5 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "The Common Market"--Speaker: Doris Fleeson, news analyst and columnist. Co-chairmen: Conoldine Burnett and Eve Orton. Prices: \$8.00 (members), \$10.00 (guests). Fall-Winter 1962 fabrics on exhibit, 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday April 6 2:30 P.M.	OPENING: ADVANCE FALL-WINTER COLLECTION Advanced Fall-Winter collection April 6 and 11 at 2:30 P.M. By appointment. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday April 10 9:30 A.M. Breakfast	PREVIEW OF SPRING LINGERIE COLLECTION Elizabeth Arden will preview her Spring lingerie collection to the press. By invitation. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
April 11	CHRISTIAN DIOR-NEW YORK ADVANCE FALL-WINTER FASHIONS AT 2:30 P.M. (See Above)		
Monday April 16 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW Fashion Show Of The Month--"City Wise" collection of Galey & Lord Spring and Summer cottons by 14 leading designers: Larry Aldrich, Harvey Berin, Oleg Cassini, Cole Mort (Mlle Ricci), Jane Derby, Estevez, Arthur Jablow, Ben Reig, Maurice Rentner, Tiffeau Busch, Trigere, Hannah Troy, Adele Simpson, Herbert Sondheim. Public by reservation. Press by invitation. Contact: "Banquet Dept.," PL. 9-3000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	GALEY & LORD	SHERATON-EAST HOTEL BALLROOM
April 18	PASSOVER -- begins Wednesday, April 18, at sundown. (April 19-26)		
April 20	GOOD FRIDAY		
Saturday April 21- April 29	SIXTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children--75¢. Publicity: United Public Relations, PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
April 22	EASTER SUNDAY		
Tuesday May 15 9:00 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC Eighth annual back-to-school subteen fashion and merchandising clinic--complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	F. I. T. 227 WEST 27TH STREET

THEATRE...OPERA...MOVIES

- Friday
March 8 PREMIERE: "FOUR HORSEMEN OF THE APOCALYPSE" LOEW'S STATE, B'WAY & 49 ST.
Starring Glenn Ford, Charles Boyer, Lee J. Cobb, Paul Lukas, Paul Henreid
in the movie based on the novel by Vincente Blasco Ibanez, presented by
MGM in CinemaScope and MetroColor. Producer: Julian Blaustein. Director:
Vincente Minnelli. Publicity: Dan Terrell, JU. 2-2000.
- Monday
March 12 TWENTY-FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 12: Puccini's "Turandot." Tues., March 13: Puccini's "La
Boheme." Wed., March 14: Verdi's "Macbeth." Thurs., March 15: Puccini's
"Tosca." Fri., March 16: Strauss' "Elektra." Sat. Mat., March 17: Verdi's
"Un Ballo in Maschera." Publicity: Francis Robinson, PE. 6-1200.
- Wednesday
March 14 PREMIERE: "THE CHILDREN'S HOUR" ASTOR THEATRE, BROADWAY & 45TH ST.
A Mirisch Production, released through United Artists, based on the Lillian
Hellman play, starring James Garner, Shirley MacLaine, Audrey Hepburn,
Miriam Hopkins, Fay Bainter. Publicity: Tess Michaels, CI. 5-6000.
- Wednesday
March 14 OPENING: "ISLE OF CHILDREN" CORT THEATRE, 138 WEST 48TH STREET
The Robert L. Joseph play about a critically ill 13-year-old girl and how
her ailment affects those around her, co-starring Patty Duke, Noel Will-
man, with Norma Crane, Stefan Gierasch, Louise Latham, James Aubrey, pre-
sented by Lester Osterman with Shirley Bernstein. Director: Jules Dassin.
Costumes: Ann Roth. Publicity: Harvey Sabinson, JU. 2-4747.
- Thursday
March 15 OPENING: "NO STRINGS" 54TH STREET THEATRE, 152 W. 54 ST.
Richard Rodgers and Samuel Taylor will present their new musical about a
Pulitzer Prize-winning novelist and an American high-fashion model whose
paths cross while in Paris, co-starring Richard Kiley, Diahann Carroll,
with Noelle Adam, Bernice Massi, Don Chastain, Alvin Epstein, Mitchell
Gregg, Polly Rowles. Director: Joe Layton. Costumes: Fred Volpel and
Donald Brooks. Publicity: Goodman-Washer, CI. 6-4180.
- Monday
March 19 OPENING: "ALL AMERICAN" WINTER GARDEN THEATRE, 1634 B'WAY
Starring Ray Bolger with Eileen Herlie, Ron Hausmann, Anita Gillette, Fritz
Weaver, Mort Marshall, Bernie West, Mark Leonard, Betty Oakes in the
musical comedy based on the novel "Professor Fodorsky" by the Pulitzer
Prize-winning novelist Robert Lewis Taylor. About a European college pro-
fessor teaching in this country, enmeshed in the American manners and mores,
presented by Padula-Brown Inc. Director: Joshua Logan. Sets: Jo Miel-
ziner. Costumes: Patton Campbell. Publicity: Bill Doll & Co., JU. 6-8894.
- Thursday
March 22 OPENING: "I CAN GET IT FOR YOU WHOLESALE" SHUBERT THEATRE, 225 W. 44TH ST.
David Merrick will present the musical adaptation by Jerome Weidman of his
novel about an obnoxious man in the garment industry and how he became a
success. Cast includes: Lillian Roth, Jack Kruschen, Sheree North, Harold
Lang, Bambi Linn, Elliot Gould. Director: Arthur Laurents. Costumes:
Theoni V. Aldredge. Publicity: Harvey Sabinson, JU. 2-4747.
- Wednesday
April 4 OPENING: "A THOUSAND CLOWNS" EUGENE O'NEILL THEATRE, 230 W. 49 ST.
Starring Jason Robards Jr. with Gene Saks, Barry Gordon, William Daniels,
Sandy Dennis, in a play about a non-conformist, presented by Fred Coe.
Director: Michael Howard. Publicity: Arthur Cantor, LO. 3-4370.
- Wednesday
April 4 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Ringling Bros. Barnum & Bailey Circus will present their matinee and evening
performances for six weeks. Publicity: William Fields, PL. 3-7500.

